
State:	District of Columbia	Filing Company:	Mutual of Omaha Insurance Company
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010		
Product Name:	Medicare Supplement Advertising - 458161		
Project Name/Number:	Medicare Supplement Advertising/458161		

Filing at a Glance

Company:	Mutual of Omaha Insurance Company
Product Name:	Medicare Supplement Advertising - 458161
State:	District of Columbia
TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI:	MS08I.012 Multi-Plan 2010
Filing Type:	Form
Date Submitted:	12/13/2019
SERFF Tr Num:	MUTM-132189483
SERFF Status:	Assigned
State Tr Num:	
State Status:	
Co Tr Num:	SHELLY KAIPUST
Implementation	
Date Requested:	
Author(s):	Shelly Kaipust
Reviewer(s):	Colin Johnson (primary), RaShaunda Benson
Disposition Date:	
Disposition Status:	
Implementation Date:	

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General Information

Project Name: Medicare Supplement Advertising

Project Number: 458161

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Shelly Kaipust

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 12/17/2019

State Status Changed:

Created By: Shelly Kaipust

Corresponding Filing Tracking Number:

Filing Description:

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Company and Contact

Filing Contact Information

Melanie Worth, Product & Advertising

melanie.worth@mutualofomaha.com

Compliance Analyst

Mutual of Omaha

402-351-4260 [Phone]

Mutual of Omaha Plaza

402-351-5298 [FAX]

Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance

CoCode: 71412

State of Domicile: Nebraska

Company

Group Code: 261

Company Type: Health

3300 Mutual of Omaha Plaza

Group Name:

Insurance

Omaha, NE 68175

FEIN Number: 47-0246511

State ID Number:

(402) 351-2645 ext. [Phone]

Filing Fees

Fee Required? No

Retaliatory? No

Fee Explanation:

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Form Schedule

Lead Form Number: 458161								
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Social Media	458161	ADV	Initial			458161 - Discounts (Final).pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NAP	Network Access Plan
NOC	Notice of Coverage	OTH	Other
OUT	Outline of Coverage	PJK	Policy Jacket
POL	Policy/Contract/Fraternal Certificate	POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider
PRC	Provider Contract/Provider Addendum/Provider Leading Agreement	PRD	Provider Directory

ASSOCIATED COPY:

Your Medicare supplement insurance policy now gives you more, including discounts on products on products and services to help you achieve your best health. Contact me today to learn about the Mutually Well health and wellness program.

Mutually Well Disclosures: <https://www.mutuallywell.com/mutual-of-omaha-terms>

Medicare Supplement Disclosures:

<https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>



Stay Healthy

Get discounts on healthy living products and services.

 **MUTUALLY WELL**
together with Tivity Health®

 **Mutual of Omaha**
Underwritten by
Mutual of Omaha Insurance Company

458161

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State:	District of Columbia	Filing Company:	Mutual of Omaha Insurance Company		
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Supporting Document Schedules

Satisfied - Item:	Memo of Variability
Comments:	
Attachment(s):	458161 (MOV).pdf
Item Status:	
Status Date:	

VARIABLE MATERIAL FOR ADVERTISING FORM

458161

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section	Explanation
[Underwritten by Mutual of Omaha Insurance Company]	<p>In DC, GA, HI, KS, MT, OH, PA, RI, VA, WY this will be shown:</p> <ul style="list-style-type: none">Underwritten by Mutual of Omaha Insurance Company <p>In CO, ME, NM this will be shown:</p> <ul style="list-style-type: none">Underwritten by United of Omaha Life Insurance Company A Mutual of Omaha Company <p>In AL, AR, AZ, DE, LA, MO, NJ, ND, OK, OR, SD this will be shown:</p> <ul style="list-style-type: none">Underwritten by Omaha Insurance Company A Mutual of Omaha Company <p>In IL, IN, IA, KY, MI, MS, NE, NV, NC, SC, TN, WV, WI this will be shown:</p> <ul style="list-style-type: none">Underwritten by United World Life Insurance Company A Mutual of Omaha Company

PLEASE NOTE: The variable sections of this form are set-up by the Home Office to assure that the correct information is printed.
The final form will not contain brackets denoting variable data;
The use of variable data will be administered in a uniform and non-discriminatory manner and will not result in unfair discrimination;
The variable data included in this statement will be used on referenced forms and; Any changes to variable data will be submitted prior to implementation.